

MOTION BY SUPERVISOR GLORIA MOLINA

October 16, 2012

The project before us is a request for a variance to signage standards in the Zoning Code for a new CVS Pharmacy retail drugstore located within the nationally and state registered historic Golden Gate Theater building in East Los Angeles. The applicant wishes to exceed the Zoning Code's limitations on sign letter height, sign area, and number of signs.

On August 22, 2012, the Regional Planning Commission approved a modified version of the applicant's proposed project, and reduced the requested 60-inch sign letter height to 42 inches.

The applicant has appealed this reduction and requests a 6-inch (12%) increase in letter height, from 42 inches to 48 inches, for two wall signs along the east and south building facades. To compensate for the increase in size, the applicant intends to remove all wall signage from the west facade of the building.

The proposed business signage is the final component of the restoration of the previously vacant and deteriorating Golden Gate Theater into a functioning commercial destination along the Whittier and Atlantic corridors. The restoration has reduced blight at one of the most prominent intersections in East Los Angeles and contributes to the economic vitality of the surrounding neighborhood.

MOTION

Molina _____

Ridley-Thomas _____

Knabe _____

Antonovich _____

Yaroslavsky _____

The Board recognizes the commendable effort and resources the applicant has contributed to the successful rehabilitation of the iconic Golden Gate Theater, an important part of East Los Angeles' history, and acknowledges the applicant's willingness to reduce the overall signage by removing signs from the west side of the building to compensate for the requested increase in sign size.

I, THEREFORE, MOVE that the Board of Supervisors:

1. Close the public hearing and, having considered the addendum along with the Final EIR for the project pursuant to the provisions of the California Environmental Quality Act, approve Addendum No. 2011-00136 to the certified Final EIR; and
2. Indicate the Board's intent to grant the applicant's appeal and approve the Variance to allow the increase in size of the two wall signs on the east and south sides of the building from 42 inches to 48 inches; and
3. Direct County Counsel to prepare the final findings and conditions of approval for this project to bring back to a future meeting of the Board of Supervisors, for consideration.

NE/sf